

Appl. No. 09/998,055

**IN THE CLAIMS**

1. (Currently Amended) A display device which includes a driver circuit (1), an image data memory coupled to the display, and a display (2) with a plurality of rows R and columns C, coupled to the driver circuit, where a number  $p_{max}$  indicates a maximum number of rows that can be simultaneously driven in the display device, where a number p indicates the number of rows selected to be simultaneously driven rows, where the rows R and the columns C can be driven by means of voltage values of the equally high voltages F and  $G_{MAX}$ , and where the display has a multiplexibility of m R, wherein the display device derives the number p ~~of simultaneously driven rows~~ from the display size to be driven, and is configured to adaptively select the number p ~~of simultaneously driven rows~~ in response to a change in a display mode that controls the display size to be driven, and wherein the driver circuit (1) includes a plurality of voltage driver stages for generating corresponding partial voltage values for driving the display (2), and is configured to selectively switch off driver voltage stages in response to a change in the selected number p ~~of simultaneously driven rows~~ such that the number of partial voltage values that are available for driving the display (2) during the display mode varies in dependence on the number p ~~of simultaneously driven rows~~ selected for the display mode, and wherein the display device is operable such that a number of image data bits accessed from the image memory, is equal to  $p_{max}$  regardless of the value of p.

2. (Currently Amended) A The display device as claimed in claim 1, characterized in that the number p ~~of rows to be simultaneously driven~~ is derived from the display size to be

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driven during a partial display mode or from a sub-region of the display.

3. (Currently Amended) A The display device as claimed in claim 1, characterized in that a sequence for the supply of the image data to be displayed from a memory (9) is the same for all values  $p$ .

4. (Currently Amended) A The display device as claimed in claim 1, characterized in that the simultaneously driven rows  $p$  can be subdivided into  $p_{\max}/p$  sub-regions for an optimum value  $p$  that is smaller than the maximum value of  $p_{\max}$ .

5. (Cancelled)

6. (New) The display device of Claim 1, wherein  $p_{\max}$  equals 8 and  $p$  is selected from the values consisting of 2, 4, and 8.

7. (New) The display device of Claim 1, wherein when  $p$  is less than  $p_{\max}$  there are  $p_{\max}/p$  groups of simultaneously driven rows, and one access of the image memory to provide image data for the  $p_{\max}/p$  groups of simultaneously driven rows.